## **APPLICATION DATA SHEET**

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Attorney Docket Number: 1044.007US1

**Publication Filing Type:** 

new-utility

Application Type:

utility

Title of Invention:

Incremental active user profile construction for content

customization interspersed with content display

Attorney Docket Number:

1044.007US1

**Customer Number Correspondence Address:** 

23441

INVENTOR(s):

ij

Primary Citizenship:

UK

h ing gain R.J. Given Name:

Laurence

Middle Name:

E.

Family Name:

Holt

Residence City:

London

**Residence Country:** 

GB

Address:

39D Elgin Crescent

London, W11 2JD